## **ORDER**

Orders Order / Rev: 711248 06302446 Alt Order #: ISSUE(OH-16)/3202 Product Desc: WKYC 3202 Estimate: 09/27/12 - 09/30/12 Flight Dates: Primary AE: Dan Foster 09/06/12 / 09/06/12 Sales Office: Original Date / Rev: T-CHI Order Type: Political Sales Region: NAT Adelstein & Assoicates Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 222 W Ontario Ste 600 Billing Cycle: EOM/EOC Chicago, IL 60610 Agency Commission: 15% Advertiser Name: **American Federal State County Munic** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	13	\$34,700.00	\$29,495.00		

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$34,700.00	\$29,495.00	0.00
Totals	13	\$34,700.00	\$29,495.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	24%	\$34,700.00
Market	100%	\$144,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	14%	\$20,241.67
WJW	14%	\$20,241.67
WOIO	47%	\$67,954.17
WUAB	1%	\$1,445.83

Ln Ch Start E	Inventory Code	e Break Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
N 1 WKYC 09/29/12 09	9/29/12 SAT TDY NBC Today Sho	CM 7a-9a ow (Sa)	S-	:30 1	\$2,500.00 P-3	0.00 NM 0	\$0.00
SAT TODAY Start Date End	d Date Weekdays	Spots/Week Rate	Rating				
Week: 09/24/12 09/	30/12S-	1 \$2,500.00	0.00				
Spot Ch Date Range 1 NKYC 09/24/12-09/	Description /30/12 SAT TDY	<u>Start/End Time</u> 7a-9a	<u>VV</u>	<u>/eekdays</u> <u>Le</u> Sa		Rtg Type 0.00 NM	
See MG 9.5,9.6, [Prgm Change]	9.7,9.8						
2 WKYC 09/27/12 09	9/28/12 M-F 5-6p Dr. Phil	CM 5p-6p	TF	:30 1	\$2,000.00 P-3	0.00 NM 1	\$2,000.00
DR.PHIL Start Date End	d Date Weekdays	Spots/Week Rate	Rating				

Print Date: 09/06/12 13:40:10 Page 2 of 3

Order / Rev: 711248 Advertiser: American Federal State County Municipa

Alt Order #: 06302446 Product Desc: ISSUE(OH-16)/3202 **WKYC** 

Flight Dates: 09/27/12 - 09/30/12 Estimate: 3202

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
2 WKYC	09/27/1	2 09/28/12	M-F 5-6p	CM	5р-6р	-	TF	:30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
			Dr. Phil										
DR.PHII						<b>.</b>							
	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week 1	Rate \$2,000.00	Ratin 0.0							
Week: 09/2		09/30/12		CM	• •		S	.20	1	\$3,500.00 P-3	0.00 NIM	1	£3 500 00
3 WKIC	09/30/1	2 09/30/12	Post NFL News LN Sun Follows N		Various	-	3	:30	'	\$3,500.00 P-3	0.00 NM	1	\$3,500.00
NEWS			Liv Guil i Gilows i	· -									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ng						
Week: 09/	24/12	09/30/12	S	1	\$3,500.00	0.0	00						
4 WKYC	09/29/1	2 09/29/12	Saturday Night Liv	ve CM	1130p-107a		S-	:30	2	\$3,000.00 P-3	0.00 NM	2	\$6,000.00
ONII			Saturday Night Li	ve	(11:30 PM-1:0	00 XM	)						
SNL	rt Doto	End Data	Mookdovo	Spoto/Mook	Poto	Dotin							
Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S-	Spots/Week 2	Rate \$3,000.00	Ratin 0.0							
		2 09/28/12			9a-10a		TF	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
o with	00/2//1	2 00/20/12	Today Show II	II OW	54 T64			.00	٠	ψ1,200.001 0	0.00 14141		Ψ1,200.00
TODAY	SHOW		,										
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ng						
Week: 09/	24/12	09/30/12	TF	1	\$1,200.00	0.0							
6 WKYC	09/30/1	2 09/30/12	Browns Pre-Game		1130a-12p	-	S	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
PPOW/N	NS HUDI	N E	Browns Pre-Gam	e Huddle									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	na						
Week: 09/		09/30/12	S	<u> </u>	\$1,200.00	0.0	_						
		2 09/28/12	M-F 3-4p	CM	3p-4p		TF	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
			The Doctors						-	***********			<b>*</b>
DOCTO	RS												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/		09/30/12	TF	1	\$800.00	0.0							
8 WKYC	09/28/1	2 09/28/12	Fri Prime C	CM	10-11p	-	F	:30	1	\$3,500.00 P-5	0.00 NM	1	\$3,500.00
DATELI	NE		Fri Prime C										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	na						
Week: 09/		09/30/12	F	1	\$3,500.00	0.0	_						
N 9 WKYC	09/29/1	2 09/29/12	Notre Dame Footl	ball CM	Notre Dame	Footb -	S-	:30	4	\$1,000.00 P-3	0.00 NM	4	\$6,500.00
			Notre Dame Foot	ball									
	SEBALL			0	5.	D .:							
Sta Week: 09/	rt Date	End Date 09/30/12	Weekdays S	Spots/Week 4	Rate \$1,000.00	Ratin 0.0							
	Date Ra		escription	=	t/End Time	0.0		Veekdays	Le	ngth Rate	Rtg Type		
			lotre Dame Footbal		e Dame Foott		-	Sa	_	:30(\$1,000.00)			
See	e MG 9.5	5,9.6,9.7,9.8											
2 NKYC	09/24/1	2-09/30/12 N	lotre Dame Footbal	ll Notr	e Dame Foott		-	Sa		:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
Sec	e MG 9.5	5,9.6,9.7,9.8											
3 NKYC	09/24/1	2-09/30/12 N	lotre Dame Footbal	ll Notr	e Dame Foott		-	Sa		:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
See	e MG 9.5	5,9.6,9.7,9.8											
			lotre Dame Footbal	II Notr	e Dame Foott		-	Sa		:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
		5,9.6,9.7,9.8											
_			Golf Ryder Cup	7A-6	SPM		-	Sa		:30 \$1,500.00	0.00 NM		
-		9.4,9.3,9.2,9						_					
_			Solf Ryder Cup	7A-6	SPM .		-	Sa		:30 \$1,500.00	0.00 NM		
		9.4,9.3,9.2,9						mi					
_		2-09/27/12 N	•	4p-5	р		-	Th		:30 \$1,000.00	0.00 NM		
		9.4,9.3,9.2,9		7. 0	_			Th		-20	0.00 1114		
_			1-F 7-9a Today	7a-9	а		=	Th		:30 \$2,500.00	U.UU NM		
		9.4,9.3,9.2,9			., .					<b></b>	0.05		<b></b>
10 WKYC	09/30/1	2 09/30/12	Football Night in A		Various	-	S	:30	13	\$10,000.00 P-3	0.00 NM	1	\$10,000.00
FOOTR	ALL NIG	HT IN AMER	Football Night In A	Arnerica									
1 0016		IN AIVILE									'	•	

Print Date: 09/06/12 13:40:10 Page 3 of 3

Totals

13

\$34,700.00

Order / Rev: 711248 Advertiser: American Federal State County Municipa Alt Order #: 06302446 Product Desc: ISSUE(OH-16)/3202 **WKYC** 09/27/12 - 09/30/12 Flight Dates: Estimate: 3202 Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount ----S 10 WKYC 09/30/12 09/30/12 Football Night in AmericaCM Various :30 1\$10,000.00 P-3 0.00 NM \$10,000.00 Football Night In America FOOTBALL NIGHT IN AMERICA End Date Start Date Weekdays Spots/Week Rating Rate

1 \$10,000.00

0.00

Week: 09/24/12

09/30/12

----S